

1 receiving a reply from said subscriber at said input device in response to said
2 step of prompting said subscriber, said interactive mass medium program output
3 apparatus having a processor for processing said subscriber reply;
4 processing said reply from said step of receiving a reply and selecting a code or
5 datum designating said specific information, said interactive mass medium program
6 output apparatus having a transmitter for communicating with a remote site;
7 communicating said selected code or datum to a remote site, said interactive
8 mass medium output apparatus and said remote site forming part of a network having
9 a plurality of transmitter stations;
10 assembling, in said network, one or more messages which are effective at said
11 interactive mass medium program output apparatus to satisfy the abovementioned
12 reply, said interactive mass medium program output apparatus having a receiver for
13 receiving a signal containing at least some of said messages from a remote station; and
14 delivering said designated information on the basis of said one or more
15 messages.

16 11. An interactive method for specific information delivery for use with an
17 interactive mass medium program output apparatus, comprising the steps of:
18 (1) receiving an information transmission at a transmission station;
19 (2) generating a combined medium program; and
20 (3) transmitting said combined medium program, said combined medium
21 program enabling said interactive mass medium program output apparatus to prompt a
22 subscriber for input in respect of said specific information, receive and process a reply
23 from said subscriber, communicate selected code or datum designating said specific

1 information, and receive one or messages from a remote station, said one or more
2 messages effective to satisfy said reply from said subscriber.

3 12. An interactive method for specific information delivery for use with an
4 interactive mass medium program output apparatus, comprising the steps of:

5 (1) receiving an information transmission to be transmitted;

6 (2) receiving an instruct signal which is effective to:

7 (a) effect a transmission station to generate a combined medium
C, 8 program, said combined medium program enabling said interactive mass medium
cont. 9 program output apparatus to prompt a subscriber for input in respect of said specific
10 information, receive and process a reply from said subscriber, communicate selected
11 code or datum designating said specific information, and receive one or messages from
12 a remote station, said one or more messages effective to satisfy said reply from said
13 subscriber; or

14 (b) effect a receiver station to generate a combined medium program,
15 said combined medium program enabling said interactive mass medium program
16 output apparatus to prompt a subscriber for input in respect of said specific
17 information, receive and process a reply from said subscriber, communicate selected
18 code or datum designating said specific information, and receive one or messages from
19 a remote station, said one or more messages effective to satisfy said reply from said
20 subscriber;

21 (3) receiving a transmitter control signal which operates at said transmitter
22 station to communicate said combined medium program to a transmitter; and